

Langworthy Cornerstone Research Project – April 2005

Surveying User and Non-User Attitudes and Perceptions



Final Report Submitted By:
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**many thanks to everyone who has contributed
their valuable time to the delivery of this project**

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APPENDICES

Appendix 1 – Copy of research brief

Appendix 2 – Details of the research team

Appendix 3 – Sample copy of pro-forma/questionnaire used for in-centre research

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Appendix 5 – Sample copy of questions used for interviews outside centre

1. INTRODUCTION

This report is the account of the community-research project conducted over a five week period during November 2004 – January 2005. The focus of the project, (see Appendix 1) was to gain a clearer view of the attitudes and perceptions of both users and non-users of the Langworthy Cornerstone with a view to helping ensure that the Cornerstone meets community need, within the constraints of its finance.

The Cornerstone Centre in Langworthy opened in 2001, is funded by a number of partners and currently operates as a mixed-use facility offering a range of services and activities to local people such as a café, traditional and complimentary health services, children's and family services, office space for the regeneration team and learning and conference facilities available to public, private and community organisations.

The Seedley and Langworthy Trust (SALT) were commissioned to deliver this research project through their Social Enterprise, Social Research & Development (SRD) with a view to recruiting and training a team of local people to undertake the consultation aspect of the project. The Trust has delivered a number of community consultation projects in Seedley and Langworthy using participatory approaches and through the development of its community research consultancy, is currently developing its portfolio of work to clients across the North West.

1.1 Purpose of Research

Identified in the Research Brief for this project was a need to:-

- Get a broad perspective on peoples' perceptions of the Cornerstone, its strengths and weaknesses, with a view to informing its marketing strategy and activity base
- Raise awareness of, and discussion about, the Cornerstone's role in the community
- Recommend what actions, if any, need to be taken by the Cornerstone in the future to ensure the local community continue to benefit from the service they provide

1.2 The Process

The initial planning stages of the project involved advertising and successfully recruiting four local people to be temporarily employed by the Trust as community researchers. Involving local people in the project was seen as a vital element to adding value and developing skills that could possibly be utilised in future consultation projects. The researchers spent 5 weeks conducting the research working approximately 15 hours per week in their preferred location. Further support and guidance on the planning, delivery and evaluation of the project was achieved through two staff from the Trust who

completed the research team. The team completed a five day training course in participatory consultation methods facilitated by the Trust. (See Appendix 2 for details of research team)

1.3 The Training

The purpose of the training element of the project was to equip the research team with the necessary skills to effectively engage with both users and non-users of the Cornerstone in order to meet the requirements outlined in the research proposal. The training focused on developing a range of quantitative and qualitative methodologies that would assist the research team in gathering detailed information as to measure peoples' awareness, attitudes and perceptions towards the Cornerstone centre. Examples of the consultation methods explored within the training are shown below:-

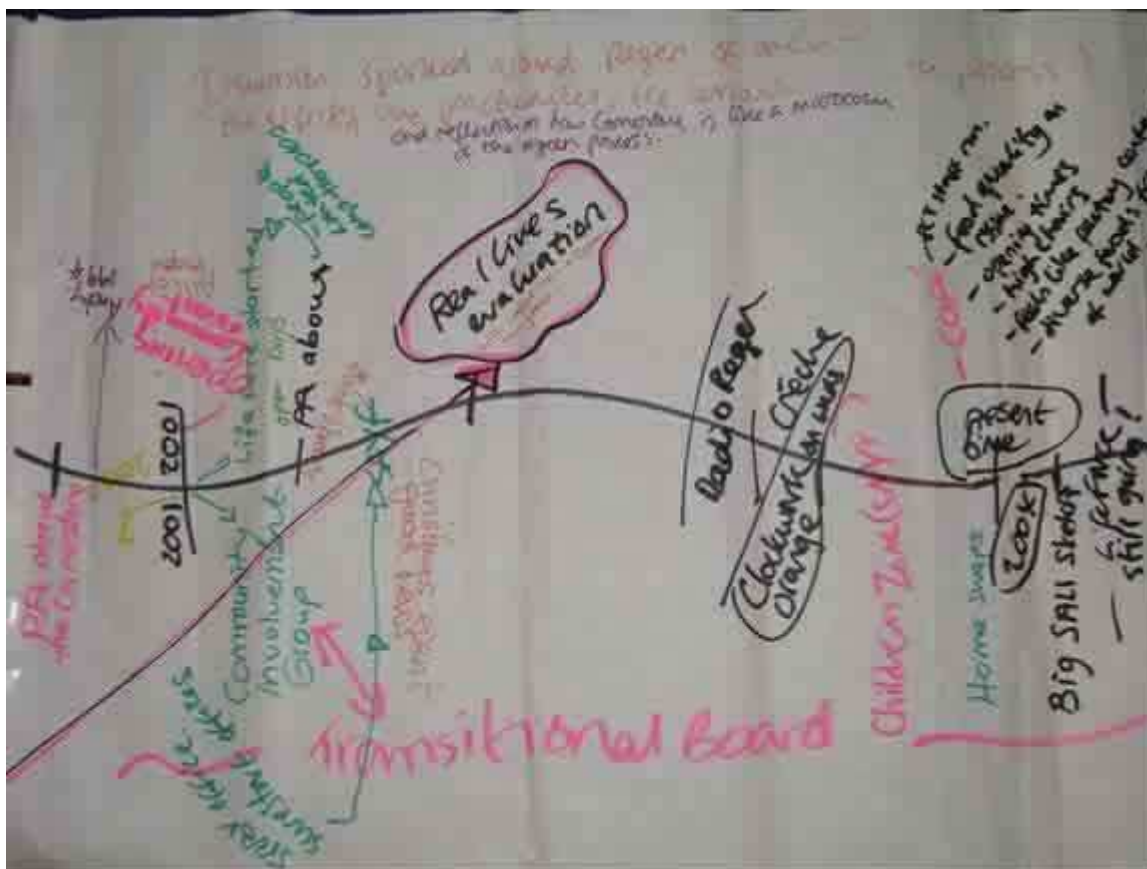
- Participatory Appraisal
- Focus/discussion groups
- Semi-structured interviews
- Questionnaire design & analysis

Getting the ball rolling – putting the project into context

One of the initial tasks in the training was to start planning how the project would be approached. This needed to take into account what were the major issues surrounding the centre and how this linked in with the specific elements of the brief. The team started to draw on their own knowledge and experience of the centre as well as the area, (Seedley & Langworthy) as a whole to plot a timeline charting the development of the centre from its opening in 2001. This provided a useful starting point to focus the research team towards the building, whilst identifying its existing services and provision, in addition to using a very useful participatory technique to gather information.

As the time-lining exercise developed, discussion between the team focused upon the wider regeneration process of the area and the issues that have provided challenges to this process being achieved. The debate amongst the team demonstrated a need to be aware of and be sensitive towards these historical issues as the centre and the regeneration process appeared to be inextricably linked. It was an important issue for the team to consider at this point because this could impact and effect peoples' attitudes and perceptions towards the centre and prove challenging for the researchers to get accurate information. It was agreed at this point then there would have to be absolute clarity from the team when conducting their consultation as to the purpose and that this would be clearly communicated to the participants through explaining the key themes and issues that were to be explored.

Time-lining the Cornerstone centre & the regeneration process for Seedley & Langworthy



Mapping the services and activities available at the Cornerstone centre

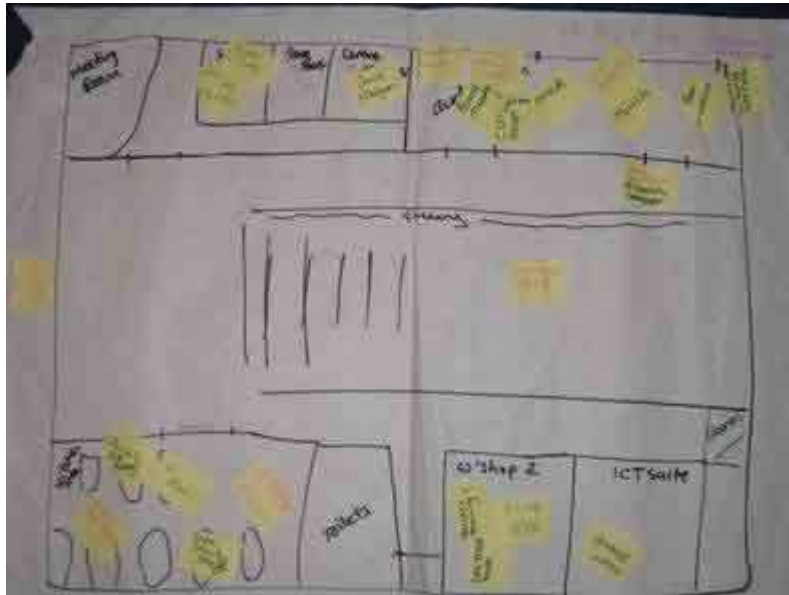
In addition to discussing the role of the Cornerstone and its link with the regeneration programme for Seedley and Langworthy, the research team began to concentrate on identifying key services and activities that are currently on offer at the centre. This exercise was done by visiting the centre and mapping both the upstairs and downstairs of the building and also gave the team the opportunity to meet and introduce themselves to front-line staff at the centre and discuss the research in more detail.

The following pictures show the research team mapping provision at the centre with the completed maps acting as reference points to aid the consultation that would take place in the centre during the forthcoming weeks.

Research team mapping provision at the Cornerstone



Upstairs map of provision at the Cornerstone



Downstairs map of provision at the Cornerstone



A more detailed explanation of the consultation process and approaches adopted will be discussed in the next section of the report (methodology).

By using the mapping techniques, the team were able to start to visualise the range of services and activities currently on offer in the centre and begin to start to plan interviews with users, visitors and employees over the following four weeks.

The team would work in pairs to collect and analyse information over a 4-week period, (the fieldwork phase) from:-

- In-centre interviews
- Random surveys outside the centre
- Group surveys outside the centre

During the fieldwork phase of the project, it was agreed that the team would come together and meet at the end of each week to feedback and detail how the research was developing in their location. The team also used this time to plan for the following week in order to check researchers were available at similar times. This was particularly important as Christmas was fast approaching and would make accessing a large sample size challenging because of prior commitments and busy schedules.

1.4 Number of participants involved in the project

- 667 people participated in the project through various consultation methods over a 5-week period (November 2004-January 2005)

Breakdown of where the participants were consulted

1. In-centre interviews

• Pro-forma's/questionnaires	106
• Individual interviews	177
• Group interviews (12 groups)	87
• Interactive/comment boards	67
	437

2. Random surveys outside the centre

• Interviews based in zones – based 600, 1000 & 1500m from the centre	195
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3. Group surveys outside the centre

• Discussions with community-based groups	35
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Total	667
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2. METHODOLOGY

2.1 In-centre interviews – methods used

User attitudes & perceptions

The focus of the in-centre research was to measure user satisfaction using a number of key indicators as shown below:-

- 1) numbers using the centre over a four week period based on
 - observational classification
 - bookings and lettings records
 - signing-in records
- 2) self-completed pro-forma's/questionnaires
- 3) individual interviews with users, visitors and workers
- 4) in-centre group interviews
- 5) interactive/comment boards

Key themes and issues to be explored:-

- What is the Cornerstone?
- What should it be?
- How did you hear about it?
- How did you feel when you first came?
- How do you feel about it now?
- What is good about it?
- What could be better?
- Would you recommend it?
- What facilities do you use here?
- What stops you using facilities here?

Self-completed pro-form's/questionnaires

The in-centre researchers devised a pro-forma/questionnaire (see Appendix 3) that were to be completed by users, visitors and workers and returned to various collection points in the centre, e.g. reception, SAYF, Regeneration team and café. The questionnaires were prepared during the training week in order to capture information about overall views, thoughts and suggestions about the Cornerstone and the quality of its provision and subsequent delivery.

Individual interviews with users, visitors and workers

The questions developed for this technique were more specific. The primary aim was to ascertain:-

- people's overall impression of the facility

- the centre's main strengths and weaknesses
- possible suggestions/ideas as how to address identified weaknesses (and)
- whether they, (the respondents) have accessed any of the services or activities at the centre (see Appendix 4).

In-centre group interviews

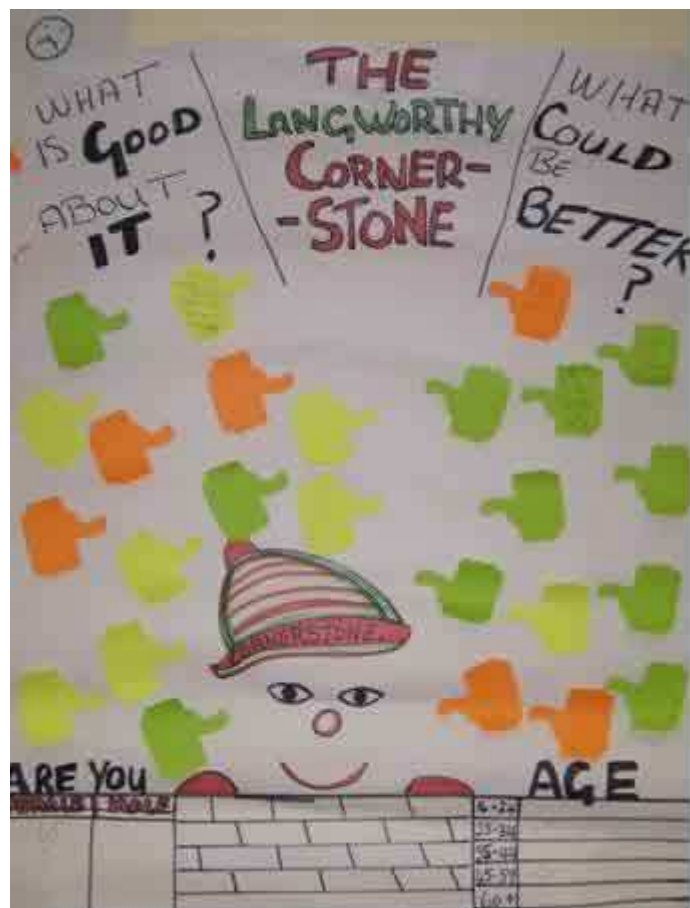
The researchers followed the same format of questions as previously used with the individual interviews, facilitating focus-led discussion with the following 12 groups highlighted below:-

- Life Force (10 people)
- Cracked Pots (8 people)
- Health Visitors (4 people)
- Learn Direct – Introduction to Computers (9 people)
- Baby Massage and Breast Feeding Group (13 people)
- Parent and Toddler Toy Group (6 people)
- Learn Direct – Computers (4 people)
- SAYF staff (4 people)
- Breast Feeding Liaison Group (15 people)
- Family Fun Group (8 people)
- Learn Direct – Computers (3 people)
- Café staff – (3 people)

Interactive/comment boards

The interactive boards were designed to attract user's attention and had two simple questions in order to encourage participation. These were:-

- What is good about the Cornerstone?
- What could be made better?



These boards were placed in a number of areas throughout the centre and monitored and analysed for comments made at the end of every week. They were placed in the reception area, café, auditorium, balcony area upstairs, the well-being zone and SAYF. All the above methods were designed with the intention of capturing user satisfaction of the services and activities provided by the centre, focusing in particular on themes such as awareness, attitudes, perceptions, general information and reasons for use.

2.2 Random Surveys outside the Centre – Interviews in zones 600, 1000 & 1500m from the Centre

This element of the consultation process required the fieldworkers to consult with people in 3 highlighted distanced zones using a structured questionnaire.

Key themes and issues to be explored:-

- Have you heard of the Cornerstone?
- Do you know what it does?
- Have you ever used it?
- Why/what for?
- What is it particularly good at?
- What needs changing?
- Why haven't you used it?
- What would help/influence you to use the Cornerstone?
- Did you know it had:-
 - Computer training
 - Café
 - Family services, etc.....

The questionnaire developed for use outside the centre asked a number of key questions linked to some of the key issues and themes above (see Appendix 5 for a sample copy and full breakdown of questions).

Supplementary methods: interactive/comment boards

In addition to the main method of consultation, interactive boards were devised by the researchers working in this area and focused on asking the following questions:-

- 1. Have you used the Cornerstone?**
- 2. What would encourage you to use it?**
- 3. What would you like to have at the Cornerstone?**
- 4. What is good/what needs changing?**

The boards were displayed in local amenities such as shops, churches and community centres and the comments analysed by the team.

2.3 Group surveys outside the Centre – discussions with community-based groups

The remaining pair of researchers focused on accessing local community-based groups up to 1500m radius from the centre over the course of the project.

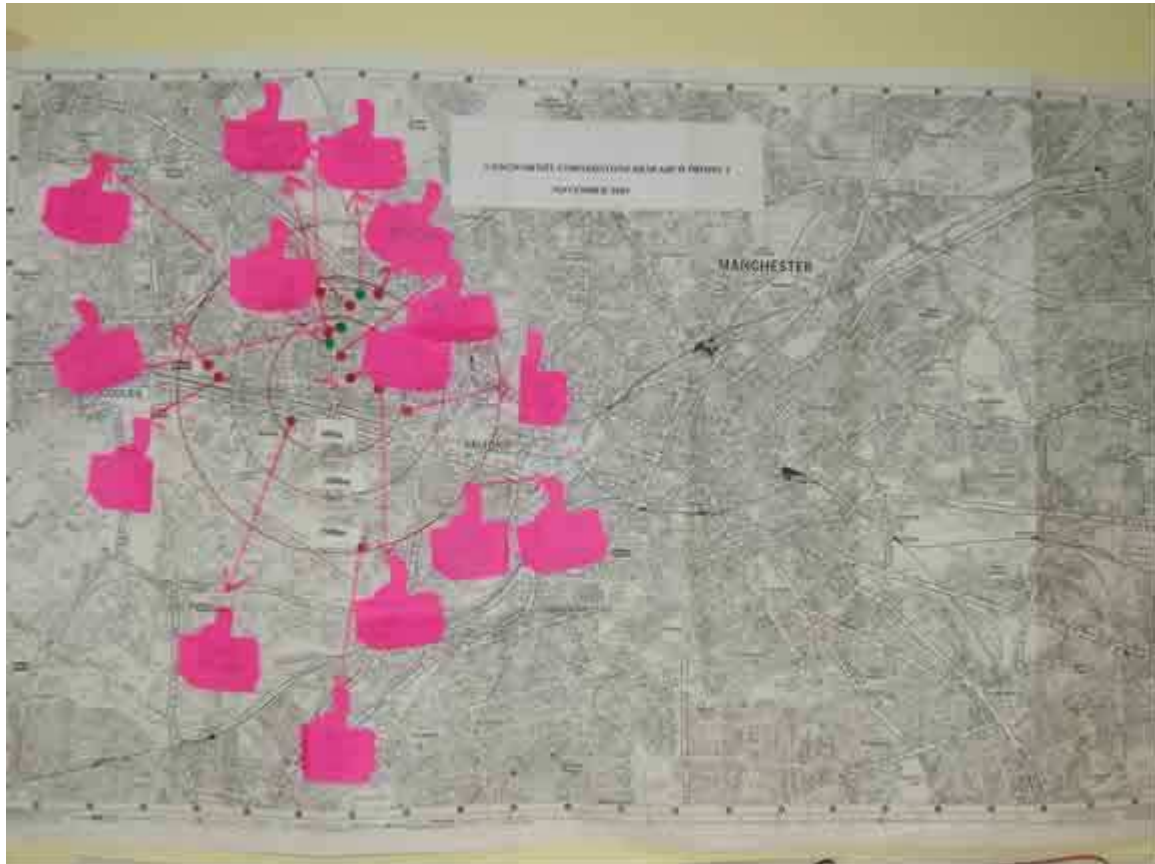
Key themes and issues to be explored:-

- Have you heard of the Langworthy Cornerstone?
- What is it?
- What does the Cornerstone do?
- What was it built for?
- How can it make itself more accessible?
- How do people see it?
- What would stop/does stop you from using it?

The main vehicle for gathering information about the above was done through led-discussion, facilitated by the researchers. The initial task undertaken by them was to do a mapping exercise of existing community-based groups within the 1500m radius, with a view to then accessing a number of them for participation in led-discussion around the key themes and issues.

Mapping community-based groups

Shown below is the map used for this exercise along with identified groups who were then approached to participate in the project. This area of consultation proved extremely challenging for the researchers to access a large number of groups effectively. The run-up to the Christmas period and subsequent holidays meant that many groups were either extremely busy or simply reluctant to be involved for whatever reasons. As contacts with groups began to be made it became apparent that some groups felt wary of the purpose of the project, not wanting to, as they put it, “participate in a marketing exercise for the Cornerstone”. Even through repeated assurances by the researchers that this wasn’t the primary purpose of the project, some groups still couldn’t be convinced of the nature and importance of the research and decided not to get involved.



Groups who participated in the project

The following groups kindly offered their time to the researchers through organised focus group discussion or through individual feedback from a series of themed questions:-

- **Buddies Childcare Centre – Buddies Crèche Club**
- **Peterloo Court – Arts & Crafts Club**
- **Humphrey Booth Day Centre – Service-user group**
- *** Langworthy Rd. British Legion – 60+ recreational club**
- ***Bowling Club – Eccles Old Rd.**
- ***The Meadows Community Resource Centre**

* = individual feedback

Format of key themes and questions asked

Awareness

1. Have you heard of the Langworthy Cornerstone
2. Where is it?
3. Do you use it?

Perceptions

1. What does the Cornerstone do?
2. What was it built for?
3. How do you think people perceive (see) it?

Attitudes

1. What would stop/does stop you from using it?
2. How can it make itself more accessible?

Additional comments

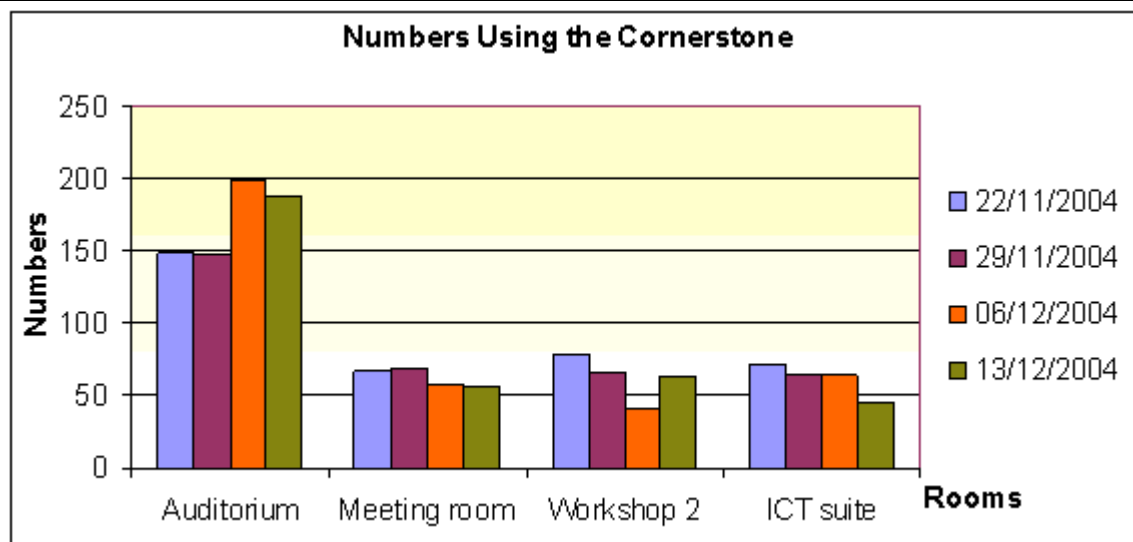
As/where appropriate

3. FINDINGS

3.1 In-Centre Interviews – indications of user satisfaction of Centre and Services Provided

Supplementary information – numbers using the Cornerstone over 4 week period

ROOM	22/11/04	29/11/04	06/12/04	13/12/04
Auditorium	148	147	199	187
Meeting room	67	69	58	57
Workshop 2	78	65	40	63
ICT suite	72	64	64	45
Total	365	345	361	352



***Note** – These figures DO NOT include visitors to Family Planning, KISS, Nurse Practitioner, Health Visitor, Doctor’s Clinic and Café.

* All numbers are approximate figures at the time of bookings having been made and are used to demonstrate the volume of people using the centre when the research took place

Self-completed pro-forma’s/questionnaires (% based on 106 responses unless otherwise stated)

1. Why have you come here today?

Karate/Tai-Chi	Children & Family Services	Café/socialise	Training Course	Health services & complimentary therapies	Work-related
1%	6%	17%	18%	20%	38%

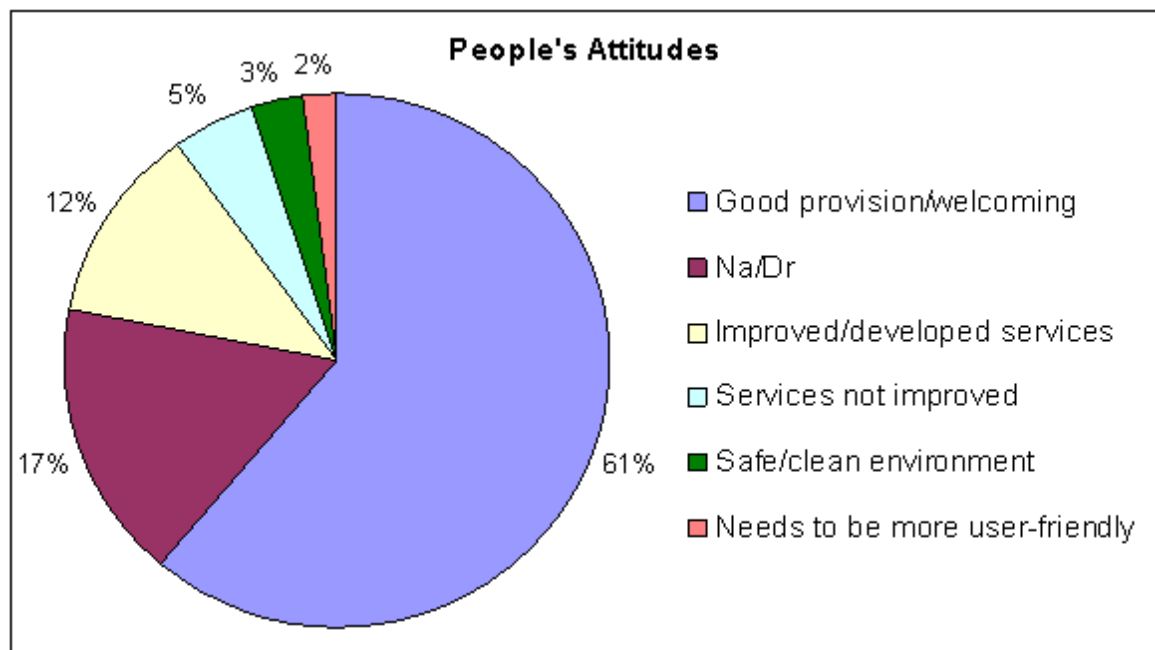
2. How often do you come here?

Monthly	1 ST Visit	Not very often	Daily	Weekly (1/2 per week)
9%	14%	14%	20%	43%

3. How did you initially feel about the Cornerstone?

Poor access	Health-focused	Unfriendly	Unsure of provision on offer	Good provision	Friendly
1%	2%	6%	14%	19%	58%

4. How do you feel about the Cornerstone now?



5. What other facilities do you use in the Cornerstone?

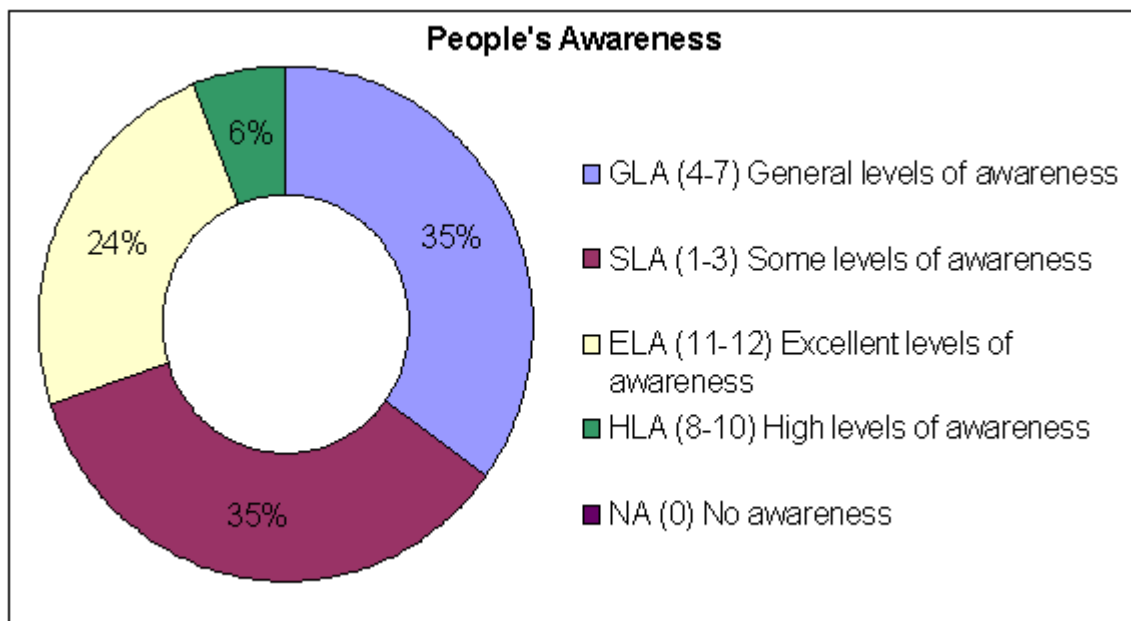
None	26%
Café	25%
Na/Dr	19%
Health services & complimentary therapies	16%
Children & family services	7%

Learning / conference facilities	7%
Regeneration office space	1%

* (based on multiple answers from 120 responses)

6. Did you know it has?

(Respondents levels of awareness of the number of services/activities provided by the centre that they could correctly identify)



7. What do you feel is good about the Cornerstone?

Good overall provision	30%
Staff	17%
Children & family services	16%
Café	11%
Location	8%
Na/Dr	8%
Everything	6%
Focal point/meeting place	5%

* (based on multiple answers from 120 responses)

8. What do you think could be improved on at the Cornerstone?

Na/Dr	25%
More promotion/advertising	22%
Better car parking	14%
Longer opening hours	10%
Café services – healthier food	9%
More provision for young people (13-19)	7%
Safety (automatic doors & stairs)	7%
Cheaper room hire	5%
More health related fitness activities	2%

* (based on multiple answers from 111 responses)

9a. Would you recommend people to the Cornerstone?

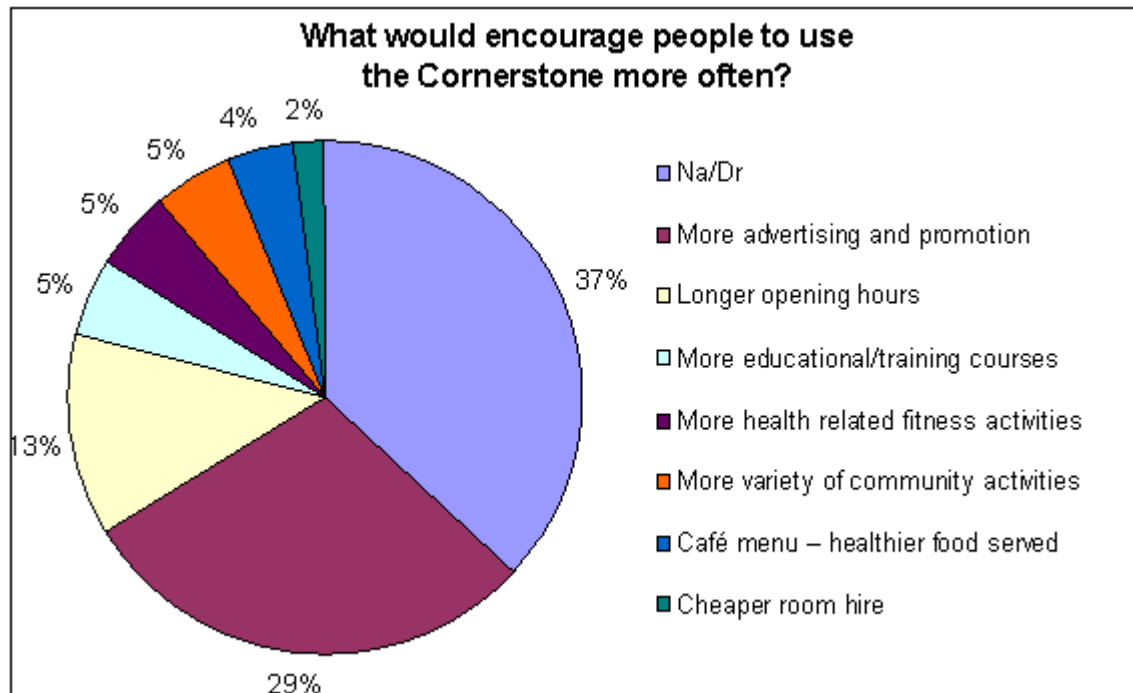
Yes	94%
Na/Dr	5%
No	1%

9b. Why?

Good all-round provision	36%
Na/Dr	26%
Safe/friendly environment	15%
Accessible	10%
Provision for children and families	6%
Affordable café	4%
Drop-in service	2%
Complimentary therapies	2%

* (based on multiple answers from 109 responses)

10.



11. If you were asked to describe the Cornerstone, what would you say it is?

Community resource centre	39%
Na/Dr	22%
Children's / family centre	13%
Health/medical centre	12%
Meeting place/focal point	11%
Offices	2%
Information centre	1%

Demographic information

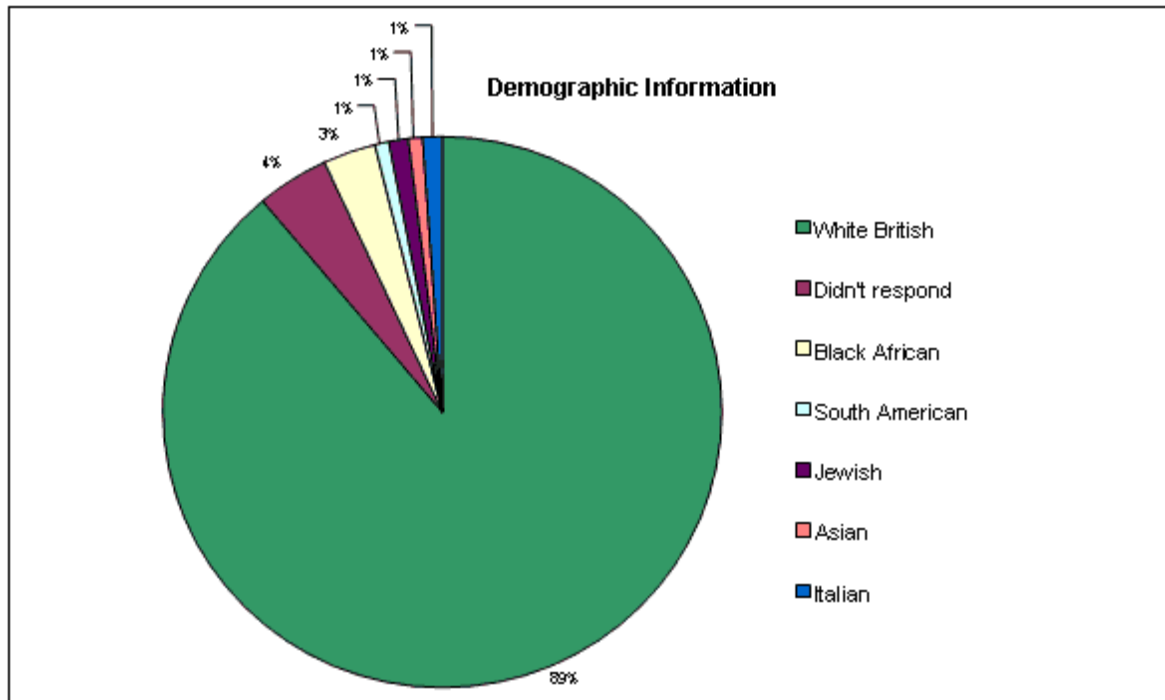
GENDER

Female	76%
Male	24%

AGE

16-24	25%
25-34	28%
35-44	17%
45-59	24%
60+	6%

ETHNICITY



Individual interviews with users, visitors and workers & group interviews – commonalities & key messages

The analysis of these interviews and group discussions focused on 3 key questions posed to participants, namely:-

1. If you were asked to identify the centre's strengths, what would you say they are?
2. If you were asked to identify the centre's weaknesses, what would you say they are?
3. Have you got any suggestions how the weaknesses could be addressed/improved?

The findings from the above questions, taken from 177 interviews with users, visitors or employees are based upon 10 or more people highlighting the same or similar points. The findings are then collated as positives/strengths, weaknesses/negatives and suggestions as to how to address or improve the highlighted weaknesses.

Strengths/positives

- Spacious interior – inviting, welcoming, clean and tidy
- The staff (reception and café) are friendly and welcoming
- The display of community artwork and pictures on the walls make the inside more welcoming and community orientated

- The building is the main asset for the people in Seedley and Langworthy
- The building is the main focal point in the area and is very accessible
- Café is a big positive amongst people, reasonably priced and offers reasonable food
- It is a nice and informal meeting place for the community
- Range of services that are under one roof
- SAYF is a big positive as it offers good provision for children and their families such as the crèche, book/toy library and additional activities
- Sure Start is identified as a big strength for the building
- Traditional health services and complimentary therapies bring a lot of people to the building
- ICT suite is a positive and the learning and development courses that are associated with them
- Good venue for community events and activities

Weaknesses/negatives

- Lack of publicity about the building and the services provided. It is still perceived in some quarters as a health / medical centre
- Children's safety a big issue. Stairs are not safe for children and the automatic doors raised fears that a serious accident could occur if children are left unsupervised and are standing near the door
- Too much information displayed at the reception desk which causes confusion as you're never sure what is going on in the building. As a first time visitor you can be unaware of what services are provided and activities taking place
- Café opening hours are not long enough and there is limited choice for healthy eating. There is no service provided after 2pm and therefore the centre appears to become very quiet and under-used in the afternoons
- Parking is restricted
- Not enough storage provision for employees of the centre

- No crèche facilities for people living outside the regeneration area therefore limiting their potential to access services whilst in the building
- Privacy and confidentiality are both important issues. There is a lack of sound proofing in both the offices and Well Being Zone
- Room hire is expensive
- The building is child-orientated with limited provision for young people (13-19)
- A lot of wasted space in the building which could have been put to better use
- Public area smells of food all the time. Can be off-putting for other users and visitors

Possible suggestions/recommendations

- The café area should be petitioned off and the book library should be separated from the café area
- Stairs should be gated
- Room hire cost should be re-assessed, especially for community/voluntary groups
- Greater variety and an emphasis on selling healthier foods combined with longer café opening hours
- More publicity about what the centre offers in the immediate/surrounding areas
- Information about services and activities on offer in the centre should be more visual and interactive
- Greater provision for young people
- Longer opening hours – possibly trialling the idea of opening at weekends

Interactive boards

The boards were very much supplementary pieces of information compared to the other forms of consultation used by the researchers in the centre. They asked to very straightforward questions;

1- What is good about the Cornerstone?

2- What could be better?

The majority of the comments on the boards spoke favourably about the centre and its services, especially the children and family services, (SAYF and Sure Start) along with the nurse practitioner. Although the number of comments (67) was lower than hoped, they suggested positive indicators in line with the other more detailed methods used from the in-centre research. The discussion section that follows will focus on these findings in more detail.

3.2 Random Surveys outside the centre – Awareness of services provided and attitudes towards the centre

Responses from interviews in zones 600, 1000 & 1500m from the centre

Levels of awareness (Based on 195 responses)

1) Have you heard of the Langworthy Cornerstone?

Yes	84%
No	16%

2) If yes, do you know where it is?

Yes	85%
No	8%
Not applicable/Didn't respond	7%

Levels of usage

3) Have you ever used it?

No	54%
Yes	41%
Na/Dr	5%

Attitudes towards the centre

4) How did you find it?

Na	54%
Good atmosphere	13%
Good provision	12%
Dr	8%
Lacks atmosphere	4%
Very good layout	3%
Limited space	2%
Valuable community asset	2%
Room hire too expensive	1%
Limited opening hours	1%

Awareness of services offered

5) Did you know it has?

(Respondents levels of awareness of the number of services/activities provided by the centre that they could correctly identify)

GLA (4-7)	30%
NA (0)	29%
SLA (1-3)	20%
ELA (11-12)	12%
HLA (8-10)	9%

KEY

- GLA** General levels of awareness
- NA** No level of awareness
- SLA** Some levels of awareness
- ELA** Excellent levels of awareness
- HLA** High levels of awareness

Suggestions for increased usage

6) What might encourage you to use the centre more?

Dk/Dr	25%
More advertising & promotion	23%
Longer opening hours	13%
More education/training courses	11%
More health related fitness activities	7%
Satisfied with current service	7%
More provision for young people	5%
More community ownership/involvement	4%
Lower room hire	2%
Better transport	2%
Better parking	1%

* **Dk/Dr** – Didn't know/didn't respond to question

Demographic information

(Gender)

Female	77%
Male	23%

(Age)

16-24	22%
25-34	21%
35-44	18%
45-59	22%
60+	17%

(Ethnicity)

White British	89%
Dr	5%
Black British	1%
Black African	1%
Chinese	1%
Italian	1%
Pakistani	1%
Iranian	1%

Supplementary information – interactive/comment boards

The following questions were asked on the boards:-

- a. Have you used the Cornerstone?
- b. What would encourage you to use it?
- c. What would you like to have at the Cornerstone?
- d. What is good / what needs changing?

- Café – generally, provides good value for money

What might encourage people to use the centre more?

- Longer café opening hours
- More subsidised community activities
- Better transport
- Better parking facilities
- More education/training courses
- More advertising and promotion of what's on offer
- More provision for young people (13-19)
- More health-related fitness/life-style activities/programmes

3.3 Group surveys outside the centre – perceptions of what the centre is/does and the services provided

Feedback from discussions with groups outside the centre (some examples)

Venue - Peterloo Court
Group - Arts & Crafts Club
Date - 13/12/04
Time - 2-2.30pm

Awareness

1) Have you heard of the Langworthy Cornerstone?

- Yes – consulted about proposed use of building before it opened in 2001
- General lack of clarity amongst the group as to what it does now

2) Where is it?

- Everyone in the group correctly identified where the building was
- There was then discussion around it being a clinic previously
- “Is it still a clinic?” – this question was asked by 2 people in the group

3) Do you use it?

- No – we haven’t been invited
- Don’t know what goes on there

Perceptions

1) What does the Cornerstone do?

- Children use it a lot – not sure what for though
- It gets used a lot but not sure what for
- It used to be a clinic – does it still provide medical services?

2) What was it built for?

- Community-use

3) How do you think people see it?

- Community building – not for our use though
- Medical centre/services
- Think its also for young people

Attitudes

1) What would stop/does stop you from using it?

- Access – not everyone can walk there
- Think ring and ride service maybe available – need to book it in advance though
- No information about what goes on there

2) How can it make itself more accessible?

- Greater awareness through more promotion of what activities are provided

Additional Comments

- Centre doesn’t benefit us
- Not sure what it does
- Never advertised
- Group showed an interest in computer classes – didn’t know they were delivered already at the centre

Venue - Buddies Childcare Centre
Group - Buddies Crèche Club

Date - 14/12/04
Time - 11-11.30

Awareness

- 1) **Have you heard of the Langworthy Cornerstone, do you know where it is?**
 - Yes – general awareness shown of where the building is – identified it as being on Liverpool St.
- 2) **Do you use it?**
 - Yes – attend computer course there on Tuesday evenings

Perceptions

- 1) **What does the Cornerstone do?**
 - Does it provide some health-related activities?
 - Not sure – lots of activities going on there but not sure what they are
- 2) **What was it built for?**
 - Not sure about usage / purpose of building
 - Health centre
- 3) **How do you think people see it?**
 - Offices
 - Not for everyone (communities)
 - More for workers/professionals

Attitudes

- 1) **What would stop/does stop you from using it?**
 - Car parking provision not good – don't want to park on streets/main road
- 2) **How can it make itself more accessible?**
 - More publicity for users and non-users
 - Café opening times should be longer – we attend a course at 4.30pm – café isn't open – no-where to get a drink
 - Suggestion – what about a drinks/vending machine?

Additional Comments

We would think about using the building more and encourage others to use it if we were given more information about what goes on there.

Additional feedback from other groups accessed

Further conversations with the remaining groups largely mirrored what had been discussed with the two groups highlighted above. General awareness of the centre was good in terms of being able to locate where it is but the perceptions of what it actually

delivers and whose needs it is there to meet differed starkly with the users questioned in the centre and also to some extent, participants interviewed through random surveys outside the centre. While there were some negative comments about the centre through these discussions, in the main people indicated they would consider using the centre if more information was readily available to them about the services on offer there.

The findings from all three aspects of the project will now be examined in more detail within the discussion section of this report.

DISCUSSION

In-centre research – indications of user satisfaction

First impressions and personal reflections on using the Cornerstone

Participants who completed and returned the pro-forma/questionnaire indicated a largely positive experience when using the centre. 77% showed a degree of satisfaction when initially using the centre – with 58% describing the environment as ‘friendly or welcoming’ and 19% stating that there was ‘good provision’ on offer there. This also seems to be the case to a lesser extent, evidenced by interviews outside the centre.

Out of the 41% of participants having used the centre previously, 30% of them were satisfied with the centre’s services. This shows that nearly $\frac{3}{4}$, 73% of these users rate positively the service on offer at the centre. Respondents identified reasons such as the centre having a good atmosphere, range of activities, sound layout and being a valuable asset for the community – as key factors for them feeling positive about the centre.

This provides interesting food for thought when you consider that 54% of those interviewed outside of the centre hadn’t used the Cornerstone before. If the majority of users can have positive experiences early on, this may encourage them to come back and take more of an active role in the delivery and ownership of some of those services/activities. The opportunity to attract more users and potential customers to the centre will become more important as the centre looks at ways of generating income in the future.

Further encouraging evidence from the questionnaires was reflected in the responses to the question asking people would they recommend others to the building. A total of 94% said that they would. When asked to give reasons as to why they would in the follow-up question, 36% made reference to the range of provision on offer. This seems to be reinforced through the findings from the individual and group interviews in the centre indicating users would appear to favour more of a mixed-use facility were all services and activities are under one roof rather than a “specialist” centre.

Provision for children and families in the centre was highlighted and referred to positively in the individual and group interviews in the centre, possibly so much so that when asked to describe the Cornerstone, 13% of participants considered the building to be a children’s and families centre.

In the main however, it would appear that the users the research team spoke to in the centre are generally satisfied and positive about their feelings towards it. This however, has to be judged against findings from the other pieces of consultation that took place

with people who, to a greater degree, had less of a connection with the building and its services.

What do the “outsiders” make of it then? – Exploring the awareness, attitudes and perceptions of both individuals and groups outside of the centre

The wider fieldwork element to this project enabled the rest of the research team to access both individuals and groups with slightly different interpretations of what they believed the centre to be about. I’ve used the term “outsiders” not in a derogatory sense to either the participants or people connected to the Cornerstone but more as an attempt to analyse people’s awareness, attitudes and perceptions from outside the centre’s immediate vicinity.

The one to one interviews (195 in total), throughout the 3 highlighted distanced zones uncovered some interesting findings with regards to measuring participants’ levels of awareness and attitudes towards the centre. Awareness of the building and its location were generally good, with 84% having heard of the centre and 85% being able to correctly locate it. Bearing in mind a number of these one to one interviews took place up to 1500m away from the centre this shows encouraging signs for possible wider “targeting” of users in the future.

In terms of usage, 41% had used the centre before compared to 54% who hadn’t. As mentioned earlier on in this section, those who had used the centre before generally felt positive about it. The remaining 8%, who didn’t, gave reasons such as it “lacks atmosphere”, “room hire too expensive”, “limited space” and “not open long enough”. When asked about how aware they were of the services/activities available at the centre, 29% had no awareness, (couldn’t identify any services/activities) and 12% demonstrated excellent levels of awareness (by identifying 11 or 12). When asked the same question, the in-centre participants were twice as likely to have excellent awareness of the services provided and a third less likely to have no awareness of services/activities provided.

The over-riding theme throughout the interviews with mostly non-users was a general lack of clarity in knowing what services and activities are provided at the Cornerstone. The most consistent message to come from both parties when asked similar questions about what would encourage them to use the building more was a need for more information, in terms of advertising and promotion to inform them of what is available and if it’s going to meet their needs.

This view was also apparent through discussions with community groups who had quite an inaccurate view of what the centre is/does. It seemed, in part, explained by the fact that they were outside the traditional regeneration boundary, therefore excluding them to a certain degree from getting involved. The requirements of funding organisations has no doubt influenced and impacted on the centre’s promotion and delivery of services to a wider audience historically, but may in the future change, as current funding regimes come to an end and income generation becomes imperative.

KEY MESSAGES

1. This project has provided evidence that the Langworthy Cornerstone is going some way towards meeting community need with results indicating several positive indicators of user satisfaction from in-centre research
2. Fieldwork outside the centre has revealed good awareness of the centre in terms of its location in the area but a general lack of clarity in knowing what services and activities are provided there
3. The most consistent message across all 3 parts of the consultation process has been a definite need for the centre to be more pro-active in marketing and promoting itself both inside and outside the centre through a variety of methods; internet, all forms of media, outreach work and using a variety of locations to publicise in.
4. The centre needs to carefully consider where it intends to position itself with regards to service delivery in the future. Users appear to respond positively to a mixed use facility, but how does this compare to the centre's aspirations for future development and what are the implications for the community?
5. Explore the possibilities of longer opening hours. May allow development into other areas/markets of activity and ultimately make the centre more sustainable

APPENDICES

APPENDIX 1

LANGWORTHY CORNERSTONE

SURVEYING USER AND NON-USER ATTITUDES AND PERCEPTIONS

**A PROPOSAL TO MARTIN HALTON - SEEDLEY AND LANGWORTHY TRUST
(SALT) - COMMUNITY RESEARCHER**

1. INTRODUCTION

The Cornerstone Centre at Langworthy opened in 2001 as a symbol of the proposed regeneration of the area. However it was not without its critics, since it emerged rapidly on the site of the old Langworthy Clinic, long before any of the area's acute housing problems had been addressed.

The Centre was jointly funded by Salford Primary Care Trust (PCT), Salford City Council (through the local SRB 5 Regeneration Partnership), and SureStart, the national programme supporting families with children under 4.

The Centre has multiple functions, and has struggled to create a clear identity. It isn't a clinic although it houses a range of traditional and complementary health services. It isn't a nursery, although it does have a range of children's and family services provided by Sure Start and St Ambrose Young Families Project. For many Sure Start and City Council Regeneration workers it is their office base. In addition the Centre has a range of learning and conference facilities which are let at competitive rates to public, private and community organisations. And it has a café, open to the general public as well as meeting the needs of visitors and resident staff alike.

The purpose of this research is to get a clearer view of the attitudes and perceptions of both users and non-users with a view to helping ensure that the Cornerstone meets community need, within the constraints of its finance.

This latter point is important given the imperative to be self-financing by December 2005.

2. PURPOSE

The purpose of this exercise is to get more people using the Cornerstone, more often. The objectives of this exercise, which might take eight weeks in total, are :

- i) to get a broad perspective on people's perceptions of the Cornerstone, its strengths and weaknesses, with a view to informing its marketing strategy and its activity base
- ii) to raise awareness of, and discussion about, Cornerstone's role in the community

3. METHODOLOGY

It is intended that a team of local people be recruited and trained to carry out this research under the leadership of the SALI Community Researcher. The size of the team and the number of hours they are contracted for will be up to SALI. However a number of targets are outputs and targets are defined.

It will be possible to negotiate space in Cornerstone to act as a project base for up to six hours per week.

4. USER ATTITUDES AND PERCEPTIONS

To measure user satisfaction the following indicators should be researched:

- i) numbers using the Centre over a four week period based on
 - observational classification
 - bookings and lettings records
 - signing-in records
- ii) individual interviews with users/visitors/workers (200 over four weeks)
- iii) in-centre group interviews (12 over four weeks)
- iv) pro-formas filled in (target 200 returns)
- v) interactive boards (target 100 hits)

Themes and Issues :

- What is the Cornerstone?
- What should it be?
- How did you hear about it?
- How did you feel when you first came?
- How do you feel about it now?
- What is good about it?
- What could be better?
- Would you recommend it?
- What facilities do you use here?
- What stops you using facilities here?

5. RANDOM SURVEYS OUTSIDE THE CENTRE

Target : 100 interviews in each zone

Zones : 600 metres, 1000 metres, 1500 metres

Location : Schools, shops, sports centres, churches

Themes and Issues :

- Have you heard of the Cornerstone?
 - Do you know what it does?
 - Have you ever used it ?
 - Why/What for?
 - What is it particularly good at?
 - What needs changing?
 - Why haven't you used it ?
 - What would help/influence you to use the Cornerstone ?
 - Did you know it had :
-
- Computer training
 - A café
 - Family services
 - Crèche
 - Etc.

Methods : Questionnaires, cue sheets (which of these words describe etc), interactive boards.

6. GROUP SURVEYS OUTSIDE CENTRE

Based on 20 community-based groups up to 1500 metres radius from centre, over four weeks.

Themes/Issues ;

- Have you heard of L.C.?
- What is it?
- What does Cornerstone do?
- What was it built for?
- How can it make itself more accessible?
- How do people see it?
- What would stop/does stop you from using it?

Methods : Led discussion, cue sheets, interactive boards

7. SUMMARY

This exercise will give a depth and breadth to what is known about people's perceptions of the Cornerstone. A sample reflecting age/gender/EM make-up will ensure that there is no undue distortion in response. Although the Cornerstone management will co-operate with the researchers in any way possible, there is no intention to influence their findings.

SUBMITTED BY DAVE MORGAN
CENTRE MANAGER
LANGWORTHY CORNERSTONE
10 August 2004

APPENDIX 2

DETAILS OF THE RESEARCH TEAM

Martin Halton	-	Seedley & Langworthy Trust/Social Research & Development
Meral Mercan-Darby	-	Seedley & Langworthy Trust/Social Research & Development
Nadia Wade	-	Community Researcher
Suzanne Robinson	-	Community Researcher
Madge Robson	-	Community Researcher
Colin Thompson	-	Community Researcher
Linda Robson	-	Seedley & Langworthy Trust Board Member/ Facilitated Training Programme

APPENDIX 3

**LANGWORTHY CORNERSTONE QUESTIONNAIRE – NOV 2004
USERS/VISITORS/EMPLOYEES**

DATE:	TIME:
Why have you come here today?	
How often do you come here?	
When did you first come here, and why?	
How did you initially feel about the Cornerstone?	
How do you feel about the Cornerstone now?	
What other facilities do you use in the Cornerstone?	
The following facilities/projects are currently available at the Cornerstone, which of them are you already aware of? Childcare facilities (SAYF) Café facilities Complementary Therapies (Life-Force) Podiatry Clockwork Orange Computer courses Karate/Tai Chi Health Visitors Nurse practitioner Creative Crafts Regeneration Team Sure Start	

What do you feel is good about the Cornerstone?

What do you think could be improved on at the Cornerstone?

Would you recommend people to the Cornerstone?

Yes

No

Why?

What would encourage you to use the Cornerstone more often?

If you were asked to describe the Cornerstone, what would you say it is?

We would be grateful if you complete the following so that it can evidence that we have accessed a representative section of the community.

Your postcode:

Male

Female

Age: 16-25

26-35

36-45

46-55

56-65

65+

APPENDIX 4

In Centre Interview Questions

Opening Question:

1) Have you filled in one of our questionnaires? Can I interview you for the purposes of the project?

2) What is your overall impression of the layout of the Cornerstone? How it looks and how it feels?

2.1) What do you think of the of the office area you work in?

3) If you were asked to identify the centre's strengths, what would you say they are?

4) If you were asked to identify the centre's weaknesses, what would you say they are?

5) Have you got any suggestions how the weaknesses could be addressed?

6) Have you accessed any of the facilities or services at the Cornerstone?

APPENDIX 5

LANGWORTHY CORNERSTONE QUESTIONNAIRE – NOV 2004 STREET SURVEYS/GROUPS/PROJECTS IN THE LOCALITY

DATE:	VENUE/LOCATION:
Have you heard of the Langworthy Cornerstone?	
If yes, do you know where it is?	
Have you ever used it?	
How did you find it?	
Did you know it has . . . Childcare facilities (SAYF) Sure Start Health Visitors Nurse practitioner Complementary Therapies (Life-Force) Chiropody Café facilities Clockwork Orange Computer courses Karate/Tai Chi Creative Crafts Regeneration Team	
What might encourage you to use the centre [more]?	
Can we keep you informed of future activities? Name: _____ Address: _____ To ensure representation of every section of the community on our consultation, please answer: Postcode: _____ Male / Female Age: 16-24 25-34 35-44 45-59 60+ Ethnic origin: _____ <i>We assure you that your details will not be passed on to any other agency.</i>	